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17	RICHARD DILLON,	0.0001101					
18	Plaintiff,	COMPLAINT FOR: (1) COPYRIGHT INFRINGEMENT (17					
19	vs.	U.S.C. § 101 et seq.)					
20	NBC UNIVERSAL, INC.; PAUL TELEGDY; DICK WOLF; MARK	(2) UNFAIR COMPETITION (CAL.					
21	BURNETT; DAVID A. HURWITZ;	BUS. & PROF. CODE § 17200 et seq.)					
22	UNIVERSAL TELEVISION NETWORKS, LLC; ONE THREE	(3) BREACH OF CONTRACT					
23	TELEVISION, LLC; WOLF	(4) INDUCING BREACH OF					
24	REALITY, LLC; and BILL'S MARKET & TELEVISION	CONTRACT					
25	PRODUCTIONS,	(5) CONSPIRACY					
26	Defendants.	WITH JURY DEMAND					
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Plaintiff, Richard Dillon, by his attorneys, Ries Law Group and Liddle & Robinson, L.L.P., for his Complaint against Defendants NBC Universal ("NBC"), Paul Telegdy, Dick Wolf, Mark Burnett, David A. Hurwitz, Universal Television Network, Inc. ("Universal"), One Three Television, LLC ("One Three"), Wolf Realty LLC ("Wolf LLC"), and Bill's Market & Television Production ("BMTP") (collectively referred to as "Defendants") hereby brings claims seeking relief for, among other things, copyright infringement, statutory unfair competition, breach of contract, and conversion.

SUMMARY OF THE ACTION

- 1. While Defendants claim that their television show "Stars Earn Stripes" is a tribute to America's heroic military, law enforcement personnel, and first responders, the great shame underlying the production of this show is that it was stolen from an actual law enforcement person Richard Dillon, a former NYPD detective.
- 2. After an email exchange during which David Hurwitz invited Mr. Dillon a former NYPD detective and first responder and his colleague Jonathan Moss to present him with pitch material for Mr. Dillon's show "Celebrity Seals," on August 20, 2011, Mr. Hurwitz was sent a written treatment for the television show "Celebrity Seals." Mr. Hurwitz praised the show which was a reality television show pitting celebrities against one another "in a grueling and

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intense series of competitive events that have been carefully designed to mimic the training that actually takes place during Navy SEAL School." According to Mr. Dillon's pitch material, "Each celebrity will have a personal coach (e.g., former SEAL) [and] [t]hey are competing to win a \$100,000 check that will be donated to the charity of their choice." Mr. Dillon's pitch, attached hereto Exhibit A, goes on to explain "Celebrity Seals" in more detail.

- Mr. Hurwitz thought so highly of Mr. Dillon's show, that he 3. discussed making the show with an NBC executive. Mr. Hurwitz then untruthfully reported back to Mr. Dillon and Mr. Moss that NBC "thought ['Celebrity Seals'] was cool but that it felt too niche and cable for them ..."
- Almost immediately thereafter, Defendants stole Mr. Dillon's 4. show and began production of the show, renaming it "Stars Earn Stripes." In every meaningful way, "Stars Earn Stripes" is an exact replica of "Celebrity Seals."

JURISDICTION AND VENUE

- This Complaint arises under the federal Copyright Act, 17 5. U.S.C. §§ 101 et seq., as amended, and the statutory and common law of the State of California.
- This Court has personal jurisdiction over all defendants by 6. reason of their doing business in the State of California and in this district and their commission of unlawful acts within or without the State of California, having consequences within the State of California and this district.

7. This Court has subject matter jurisdiction over this action under 28 U.S.C. §§ 1331 (federal question) and 1367 (supplemental jurisdiction). The amount in controversy exceeds \$75,000.

8. Venue is proper in this district under 28 U.S.C. § 1391(b)(2) because a substantial part of the events giving rise to the claims asserted herein occurred in this District. Venue is also proper under 28 U.S.C. § 1391(b)(1) because Defendants are subject to personal jurisdiction in this District and therefore "reside" in this District as that term is defined in 28 U.S.C. § 1391(c).

THE PARTIES

- 9. Dillon is an individual who is a citizen of, and resides in, New York. Mr. Dillon is a former New York City police officer and detective, serving in the New York Police Department for 20 years. In this role, Dillon received numerous commendations for bravery and excellence, including the NYC Police Foundation award of excellence, the Chief of Detectives achievement award and the Plumsock fund award (conferred by the Mayor of New York City). Dillon has worked as a consultant and technical advisor for numerous television shows.
- 10. NBC Universal, Inc. ("NBC") is a corporation organized under the laws of Delaware and maintains its principal places of business in New York, New York and Los Angeles, California. NBC produces and broadcasts television programming through-out the United States. NBC broadcasted Dillon's show under the name "Stars Earn Stripes."

- 11. Universal Television Networks, LLC ("Universal") is a limited liability company organized under the laws of California. Universal is a studio that produces television shows and maintains its principal place of business in Los Angeles, California. Universal produces the show "Stars Earn Stripes."
- 12. One Three Television, LLC ("One Three") is a limited liability company organized under the laws of Delaware. One Three is a television production company operated by Mark Burnett, with its principal place of business in California. One Three is a producer of "Stars Earns Stripes."
- 13. Wolf Reality LLC ("Wolf LLC") is a limited liability company organized under the laws of California and with its principal place of business in California. Wolf LLC is a television production company operated by Dick Wolf. Wolf LLC is a producer of "Stars Earns Stripes."
- 14. Bill's Market & Television Productions ("BMTP") is a corporation organized under the laws of California and with its principal place of business in California. BMTP is a television production company owned and operated by David Hurwitz. According to the Articles of Incorporation, Hurwitz is the only officer of BMTP. BMTP is a producer of "Stars Earns Stripes."
- 15. Paul Telegdy is a citizen of and resides in California. Telegdy is a producer of "Stars Earn Stripes."
- 16. Burnett is a citizen of and resides in California. Burnett is a producer of "Stars Earn Stripes."

- "Celebrity SEALS" also intends to feature the behind-the-scenes
 drama of the celebrities as they are asked to behave in a
 regimented manner under the supervision of their coaches;
- The celebrities considered for "Celebrity SEALS" include celebrities from TV, film and sports, including fitness buffs and/or excellent athletes or a humorous juxtaposition, chosen to ensure interesting story lines;
- "Celebrity SEALS" would have a host who was a retired SEAL; and
- The celebrities would compete for a \$100,000 cash prize to be given to a charity.
- 20. Dillon registered his written materials for the show Celebrity SEALS with the Writers Guild of America East, Inc. on May 19, 2011. The Registration Number is 1228782. Dillon also registered the materials with the United States Copyright Office on June 23, 2012. The United States Copyright Office assigned the materials Registration Number PAu 3-623-122.
- 21. After creation of "Celebrity SEALS," Dillon and Moss attempted to contact television producers for the purpose of acquiring, producing, and broadcasting "Celebrity SEALS."
- 22. In June 2011, Moss contacted Chuck LaBella, a television producer, to discuss "Celebrity SEALS." After discussions about the idea for the

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with the object of selling those ideas for compensation and (b) it was standard in the entertainment industry for ideas to be pitched with the expectation of compensation in the event of use – requested that Moss meet with him (Hurwitz) for the express purpose of pitching Dillon's television show.

28. On Wednesday, August 17, 2011, Moss, Hurwitz, and Dillon agreed to speak on a conference call on Friday, August 17, 2011 for the stated and express purpose of pitching the show "Celebrity SEALS." It was understood that Dillon and Moss were pitching those ideas with the object of persuading Hurwitz and NBC to purchase those ideas for commercial development, and/or to employ Dillon in the production of those ideas.

29. On Friday, August 17, 2011, Moss and Hurwitz met via conference call. On this call, Moss told Hurwitz Dillon's idea for "Celebrity SEALS." Among other things, Hurwitz was told that "Celebrity SEALS" was intended to be a competition reality television show that pitted celebrities against one another in events designed to mimic the training that actually takes place during Navy SEAL School. Hurwitz was also told that the celebrities would live in barracks, be eliminated based on their performance in these events, have former SEAL coaches, and would give their \$100,000 winnings to charity. Moss also told Hurwitz their ideas for which celebrities (and types of celebrities) would be suitable contestants and who might make for a good host (a former SEAL).

- 30. On this call, Hurwitz praised the idea for "Celebrity SEALS." He did not tell Dillon or Moss, directly or indirectly, that either he or NBC had or were developing a similar show.
- 31. Immediately after this call, Hurwitz sent an email to Moss which stated, "I look forward to reading the treatment and seeing if we can't make something happen."
- 32. The next day (August 20, 2011), Moss sent Hurwitz an email which stated, "It was a pleasure speaking with you yesterday. Rich and I are thrilled you think Celebrity Seals has strong upside potential." Attached to this email was Dillon's written treatment for "Celebrity SEALS." The written treatment is attached hereto as of Exhibit A.
- 33. Just as with the conference call, the express purpose of sending this material to Hurwitz was to pitch creative ideas to Hurwitz and NBC for a television series. It was understood that Dillon and Moss were pitching those ideas with the object of persuading Hurwitz and NBC to purchase those ideas for commercial development, and/or to employ Dillon in the production of those ideas.
- 34. The written treatment for "Celebrity SEALS" sets forth in detail the components of the show, including among other things its plot, themes, mood, setting, characters, sequence of events, and other concrete elements.

- 35. Again, after receipt of these written materials, Hurwitz did not tell Dillon and Moss, directly or indirectly, that he either he or NBC had or were developing a similar show.
- 36. On August 28, 2011, Moss emailed Hurwitz again "to see if you were able to briefly speak with NBC about Celebrity Seals."
- 37. Later that same day (August 28), Hurwitz responded, "amazing timing ... just leaving a stunt test where I bounced it off the exec that covers our show [Fear Factor, which airs on NBC]. He said that he thought it was cool but that it felt too niche and cable for them ..."
- 38. After receiving this email, Moss responded to Hurwitz, "Is this a project you'd like to stay involved with at this time?"
- 39. The following day (August 29), Hurwitz wrote, "as much as I'd like to jump in with you I am a little too busy right now with Fear Factor to do right by you. Best of luck and feel free to use me as a sounding board as you move forward …" The series of e-mails with Hurwitz is attached hereto as Exhibit B.
- 40. Unbeknownst to Dillon, Hurwitz and NBC and, upon information and belief, the other Defendants, misappropriated Dillon's show and secretly produced and broadcast their own television series based on Dillon's show and ideas.
- 41. Without Dillon's knowledge or consent, Defendants produced a television series titled "Stars Earn Stripes" based upon and utilizing the detailed

ideas and story lines Dillon and Moss had pitched as "Celebrity SEALS." The "Stars Earn Stripes" series utilized the following ideas that were misappropriated form Dillon's show:

- "Stars Earn Stripes" is an elimination reality television show that pits celebrities against one another in competitive events designed to mimic military training exercises.
- Although the show claims to include branches of the armed services in addition to the Navy SEALS, the events featured on the "Stars Earn Stripes" are exactly the same, or nearly identical, to the events set forth in Dillon's written material, such as the use of heavy weapons and learning the techniques of a sniper;
- In addition, on "Stars Earn Stripes," each celebrity has a personal coach who was a former military or law enforcement personnel, and two of the coaches are Navy SEALs. Even though each coach is not a former Navy SEAL, it is apparent that "Stars Earn Stripes" attempts to depict the coaches as having the same characteristics (e.g., physically tough, exceptionally well-trained in military tactics, and a physically imposing demeanor one would expect in a former Navy SEAL) as a former Navy SEALS.
- It also is set in a military-style barracks.

47. Dillon is, and at all relevant times has been, the copyright owner of the exclusive rights under United States copyright laws with respect to certain written works, including the written treatment of "Celebrity SEALS" (referred to as "the Work").

- 48. The Work has been issued a Certificate of Registration by the Writer's Guild of America. On June 23, 2012, the United States Copyright Office registered Dillon's work entitled "Celebrity SEALS" and issued it registration number PAu 3-623-122.
- 49. Dillon reserved all rights in his Work under United States copyright laws. As such, Dillon owns the exclusive rights to prepare derivative works based upon the copyrighted work, distribute copies of the copyrighted work, and display the copyrighted work publicly.
- 50. Defendants, collectively and/or individually, are engaging, and have engaged, in the unauthorized use and violation of the Plaintiffs' exclusive rights in the Work, including unauthorized first publication, production, sale, exploitation, and distribution, of the television program entitled "Stars Earns Stripes," and the unauthorized distribution, publication, reproduction, and preparation of other products derived from Dillon's copyright protected Work.
- 51. In part, the Defendants' unauthorized use of Dillon's Work includes the production of the television program entitled "Stars Earn Stripes," and the distribution, and dissemination of portions of Dillon's Work through

advertising, media sales, and ancillary merchandising and marketing as well as dissemination of Dillon's Work through the Internet.

- 52. Dillon has been informed and believes that the Defendants collectively, and/or individually, without permission, or consent of Dillon, have used, and continue to use the Work to produce and advertise the production of "Stars Earn Stripes." In doing so, Defendants have violated Dillon's exclusive copyrights including reproduction, first publication, and distribution. Defendants' action, together, and/or individually, constitute infringement of Dillon's copyrights and exclusive rights under copyright.
- 53. Dillon has been informed and believes that Defendants, collectively, or each of them, have unlawfully reproduced the Work and/or created derivative works based on the Work without permission of the Plaintiff's copyright ownership rights.
- 54. That foregoing acts of infringement have been willful and intentional, in disregard of and indifference to the rights of Dillon.
- 55. As a result of Defendants' infringement of Dillon's copyright and exclusive right under copyright, Dillon is entitled to statutory damages pursuant to 17 U.S.C. § 504(c) for Defendants' infringement of each of the Copyrighted works. Dillon is further entitled to his attorneys' fees and costs pursuant to 7 U.S.C. § 505.

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Defendants' conduct also constitutes contributory and vicarious 56. copyright infringement of Dillon's copyrights.

- Defendants have engaged in, and continue to engage in the 57. business of knowingly and systematically inducing, causing, and/or materially contributing to the violation of Dillon's exclusive copyrights. The acts of infringement by the Defendants have been willful, intentional, and purposeful, in reckless disregard of, and indifference to the rights of Dillon.
- Defendants have had, and continue to have, the right and ability 58. to supervise and/or control the infringing conduct of the Defendants, but have failed and refused to exercise such supervision and/or control. As a direct and proximate result of such failure and refusal, Defendants and their advertisers, agents, assigns, and contracting parties, including Defendants, have infringed on Dillon's copyright in the Work, and Defendants, and each of them, have derived a direct financial benefit from the infringements.
- The acts of infringement by Defendants have been willful, 59. intentional, and purposeful, in reckless disregard of, and with indifference to, the rights of Dillon.
- Defendants' conduct is causing, and unless enjoined and 60. restrained by this Court, will continue to cause, Dillon certain great and irreparable injury that may not be able to be fully compensated in money; and for those damages, Dillon may have no adequate remedy at law. In connection with conduct

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17 Complaint

66. Defendants also unfairly interfered with Dillon's ability to compete by infringing his copyright interests, and diluting the value of Dillon's interest in "Celebrity SEALS."

- 67. This conduct was unfair because it offends established public policy and was immoral, unethical, and unscrupulous. Specifically, Defendants have conspired to develop, film, and produce a show ("Stars Earn Stripes") that is a direct copy of "Celebrity SEALS" and intentionally lied to Dillon that neither NBC nor Hurwitz was interested in working on, or producing, "Celebrity SEALS" as part of an effort to steal Dillon's Work. Defendants have been put on notice that their conduct violates federal and state law, and have refused to alter such conduct. This conduct, as well as other conduct identified herein, constitutes unfair business practices in violation of California Business & Professions Code § 17200 et seq.
- 68. Defendants have acted deliberately with the intent to unfairly benefit from Dillon's Work.
- 69. As a result of Defendants' conduct, Defendants have been or will be unjustly enriched in an amount to be proven at trial, for which Dillon seeks restitution.
- 70. The unlawful and unfair business practices undertaken by Defendants have caused irreparable harm to Dillon for which Dillon has no adequate remedy at law, and those unlawful business practices will continue to cause such irreparable harm unless restrained by this Court.

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THIRD CAUSE OF ACTION

(Dillon Against Defendants Hurwitz, NBC, and Universal For Breach Of

Contract)

- 71. Dillon repeats and incorporates by reference the allegations set forth in the Complaint, as if set forth herein.
- 72. Dillon prepared, and with assistance from Moss, submitted novel ideas for a television series ("Celebrity SEALS"), including an oral presentation and a written treatment to Hurwitz and NBC.
- 73. In the entertainment industry, television story pitches are intended to among other things, interest studios or producers in purchasing those ideas and turning them into a series for commercial broadcast. Hurwitz and NBC voluntarily accepted Dillon's ideas knowing full well that Dillon had submitted those ideas in confidence and for economic gain, and with the clear expectation of payment in the event those ideas were utilized by Hurwitz and/or NBC in a production series, or other commercial setting. When Hurwitz and/or NBC agreed to meet with Dillon and/or Moss to discuss "Celebrity SEALS" and then requested and accepted the written Work, Hurwitz and NBC made it clear that they were interested in the "Celebrity SEALS" concept for possible production of a series.
- 74. Hurwitz and NBC had an opportunity to reject the ideas either on the telephone call, before receipt of the written Work, or even after receipt of the

written Work. Instead, Hurwitz and NBC accepted Dillon's ideas and turned them into an enormously valuable series called "Stars Earn Stripes."

75. Defendants produced and broadcasted "Stars Earn Stripes" without compensating or crediting Dillon, thereby continuing its breach of contractual obligations owed to Dillon.

76. Using Dillon's series concepts, as told to Hurwitz and NBC and embodied in the written Work, Hurwitz and NBC have made, or will make, millions of dollars in profit. As a direct and proximate result of Defendants' actions, Dillon has been damaged in an amount to be determined at trial, and is believed to exceed several million dollars, including but not limited to, the value of Dillon's ideas, and loss of a share of the profits derived from his ideas. Dillon's losses are ongoing. Dillon has also been deprived his rightful credits for creating this show.

FOURTH CASUE OF ACTION

(Dillon Against NBC, Universal, Telegdy, Wolf, Wolf LLC, Burnett, One

Three, and BMTP For Inducing Breach Of Contract)

- 77. Dillon repeats and incorporates by reference the allegations set forth in the Complaint, as if set forth herein.
- 78. Dillon and Hurwitz entered into a valid, binding contract that required Hurwitz to compensate Dillon for the use of his ideas.

79. Dillon was informed and believes that the other Defendants knew of the existence of this contract because, among other reasons, Hurwitz claimed that he informed NBC of the agreement.

- 80. Dillon was informed and believes that, in connection with the development and production of "Stars Earn Stripes," the other Defendants intended to cause, and in fact caused, Hurwitz to breach his agreement with Dillon by encouraging Hurwitz to produce "Stars Earn Stripes", which is a direct copy of "Celebrity SEALS," without compensating or crediting Dillon.
- 81. As a direct and proximate result of Defendants' inducing Hurwitz to breach his contract with Dillon, Dillon has been damaged in an amount to be proved at trial.
- 82. This knowing and purposeful disregard for Dillon's rights is oppressive and malicious. Dillon is informed and believes that officers, directors, or managing agents of NBC, Wolf LLC, One Three, and BMTP either had advanced knowledge of these oppressive and malicious acts and consciously disregarded them or authorized, ratified, or perpetuated the oppressive and malicious acts themselves. An a result of such conduct, Dillon is entitled to punitive damages pursuant to California Civil Code § 3294 in an amount to be proved at trial.

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FIFTH CAUSE OF ACTION

(Dillon Against All Defendants For Conspiracy)

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Dillon repeats and incorporates by reference the allegations set 83. forth in the Complaint, as if set forth herein.

Dillon is informed and believes that in connection with the

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development and production of "Stars Earn Stripes," Defendants agreed to a

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common plan to, among other things, infringe on Dillon's copyright interest in

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"Celebrity SEALS" and commit other torts described herein.

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Dillon is informed and believes that Defendants had actual 85.

knowledge that such tortious conduct would occur and concurred in the scheme

with knowledge of its unlawful purpose.

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Dillon is informed and believes that in agreeing to commit such 86.

tortious conduct against Dillon, Defendants acted for their own individual

advantage by disclosing and exploiting Dillon's Work.

and after each defendant joined the conspiracy.

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As a direct and proximate result of Defendants' conspiracy to 87.

commit such tortious conduct, Dillon has suffered damages in an amount to be

proved at trial.

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Defendants' conspiracy to commit tortious conduct against 88. Dillon renders each of them liable for all acts taken by their co-conspirators before

WHEREFORE, Dillon prays for the following relief:

A. That the Court enter judgment in favor of Plaintiff and against Defendants on Plaintiff's first cause of action for copyright infringement, adjudge that Defendants have willfully infringed on plaintiff's federally protected copyrights, in violation of 17 U.S.C. § 501 et seq., award general and special damages, interest and Plaintiff's attorneys fees, and enter an injunction thereon ordering that Defendants, and their officers, agents, representatives, servants, employees, attorneys, successors and assigns, and all others in active concert or participation with defendants, be enjoined and restrained from:

- a. imitating, copying, or making any other infringing use or infringing distribution or broadcast of the Work and/or materials now or hereafter created which infringe upon the copyright in the Series;
- b. imitating, copying, or making any other infringing use or infringing distribution of broadcast of the Work and/or other materials now or hereafter created which infringe upon Plaintiff's other copyrights;
- c. manufacturing, assembling, producing, distributing, broadcasting, offering for distribution or broadcast, circulating, selling, offering for sale, advertising, importing, promoting, or displaying any television program, website or

related merchandise or service bearing any simulation, reproduction, counterfeit, copy, or colorable imitation of the Work;

- d. using any simulation, reproduction, counterfeit, copy, or colorable imitation of the Work in connection with the manufacture, assembly, production, distribution, broadcast, offering for distribution or broadcast, circulation, sale, offering for sale, import, advertisement, promotion, or display of any television program, website or related merchandise or service not authorized or licensed by Plaintiff;
- e. using any designation of origin or description which can or is likely to lead anyone to believe that any television program, website or related merchandise or service has been produced, manufactured, assembled, distributed, broadcast, offered for distribution or broadcast, circulation, sold, offered for sale, imported, advertised, promoted, displayed, licensed, sponsored, approved, or authorized by Plaintiff, when such is not true in fact;
- f. using reproductions, counterfeits, copies or colorable imitations of the Work in the distribution, broadcast, offering

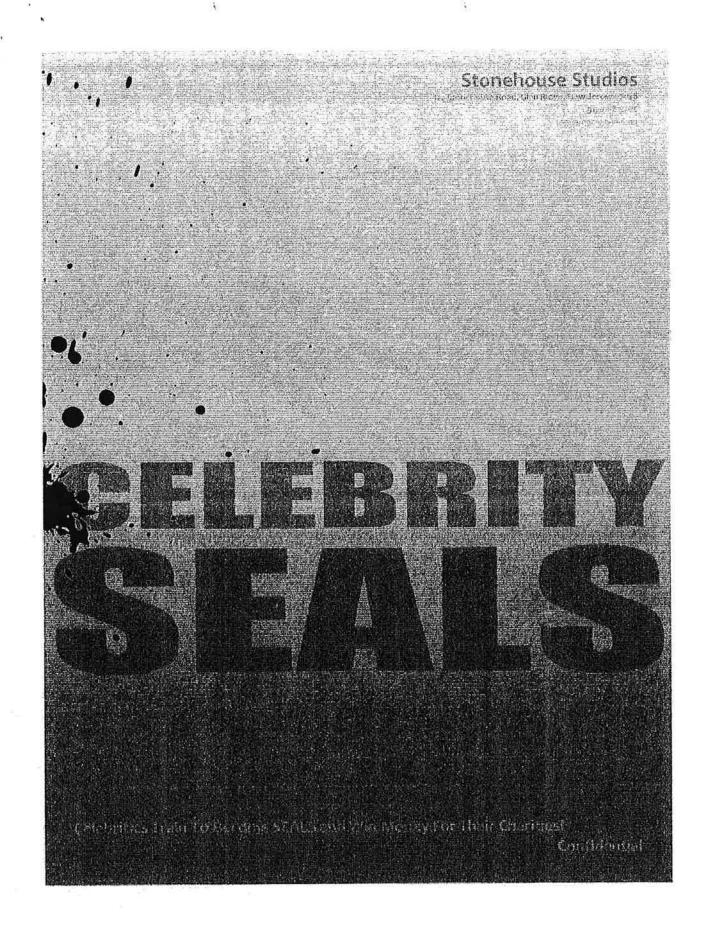
for distribution or broadcast, circulating, sale, offering for sale, advertising, importing, promoting, or displaying of any television programs, website or related merchandise or service not authorized or licensed by Plaintiff;

- g. engaging in any other activity constituting an infringement of any of Plaintiff's copyrights, or of Plaintiff's rights in, or right to use or to exploit, these copyrights; and
- h. assisting, aiding, or abetting any other person or business entity in engaging in or performing any of the activities referred to in subparagraphs (a) through (g) above.
- B. That the Court enter judgment in favor of Plaintiff and against Defendants on Plaintiff's second cause of action, and award special and general damages and Defendants' infringing profits thereon, plus interest, and enter an appropriate injunction;
- C. That the Court enter judgment for Plaintiff and against Defendants on Plaintiff's third cause of action, and award special and general damages and Defendants' infringing profits thereon, plus interest, and enter an appropriate injunction;
- D. That the Court enter judgment for Plaintiff and against Defendants on Plaintiff's fourth cause of action, and award special and general damages and

Defendants' infringing profits thereon, plus interest, and enter an appropriate injunction; That the Court enter judgment for Plaintiff and against Defendants on E. Plaintiff's fifth cause of action, and award special and general damages and Defendants' infringing profits thereon, plus interest, and enter an appropriate injunction; and That the Court should order such further or other relief as this Court F. finds just.

DEMAND FOR TRAIL BY JURY 1 2 Plaintiff hereby demands a trial by jury for all issues so triable. 3 Los Angeles, California 4 Dated: November 7, 2012 5 Ries Law Group 6 7 8 By: 9 Nina Ries, Esq. 10 3231 Ocean Park Blvd., Suite 121 Santa Monica, California 90405 11 Telephone: (310) 399-9977 12 Facsimile: (310) 399-8080 nina@rieslawgroup.com 13 14 and 15 David Marek, Esq. (pro hac vice 16 admission anticipated) James W. Halter, Esq. 17 (pro hac vice admission anticipated) 18 Liddle & Robinson, L.L.P. 800 Third Avenue 19 New York, New York 10022 20 Telephone: (212) 687-8500 Facsimile: (212) 687-1505 21 dmarek@liddlerobinson.com 22 jhalter@liddlerobinson.com Attorneys for Mr. Richard Dillon 23 24 25 26 27 28

EXHIBIT A









Project Summary

When the President of the Unites States calls on the military to execute the most dangerous assignments, such as the assassination of Osama Bin Laden, he sends in the military's most physically powerful, courageous, and mentally strong men and women. Spending over a year in specialized training, which many cannot complete, these people, the toughest of the tough, become SEALs.

Celebrity SEALS pits celebrities from television, film and sports in a grueling and intense series of competitive events that have been carefully designed to mimic the training that actually takes place during Navy SEAL School. Each celebrity will have a personal coach (e.g. former SEAL), and after each event, they will be judged by a panel of experts (e.g. former SEALs, retired marines), including the show's host, with one being eliminated. The celebrities are competing to win a \$100,000 check that will be donated to the charity of their choice.

Celebrity SEALS will be an elimination show, with one individual eliminated at the end of every episode. A panel of experts (e.g. former SEALs, retired marines) will choose two competitors to eliminate, using criteria such as physical performance, task accomplishments, skill-set growth, promise, effort, character and attitude. Once the two contestants are selected, the entire remaining group of celebrities will decide on the individual that will leave the show. For many of these celebrities, this will be the first time they have been asked to accomplish such difficult physical and mental tasks. In fact, the challenges are so mentally and physically demanding that, just like the real Navy SEAL program, we expect many of our celebrities to drop out prior to completion of the competition.

The following are some of the skills and challenges that could be included in the series:

- Surf Torture (Individuals endure hours of grueling exercises on the beach and in the surf.)
- Heavy weapons qualification
- Underwater Demolition (Individuals in snorkel gear must perform underwater demolition tactics.)
- Drown Proofing (Individuals must swim with their hands & feet tled.)
- Hostage Recovery (Individuals must repel into hostile environment and rescue hostages.)
- Immediate Action Drills, Over-The-Beach scenarios and ambush techniques, free-fall parachuting and sniper lessons.
- Hell Week: Five, twenty hour days in which people run more than 200 miles and sleep a total of just four hours.

Practical Matters

Jonathan Moss, Creator and Producer

Jonathan Moss is an award-winning entertainment executive and producer who has been involved with the development and/or production of over 70 film and television projects. As an independent producer and as an executive at Home Box Office (HBO), where he was the Director of Documentary Programming, he has worked with some of the industry's most highly acclaimed producers on programs that have earned 1 Academy, 14 Emmy, 5 Peabody, 10 CableAce, 2 DuPont, and 20 other major awards, as well as highly viewed programs such Taxicab Confessions, Real Sex and the Sports Illustrated Swimsuit specials. In addition, Moss was a partner of a production company in New York City that produced the Emmy award-winning series Gotham TV. He has also worked as a media consultant to international and domestic networks and production companies as well as start-up ventures, contributed to a published research study that focused on the international television business and spent time with Disney, Orion Classics and Jim Henson Productions. Moss is a graduate of Northwestern University.

Richard Dillon, Creator and Producer

Rich Dillon has more than 30 years experience working in the field of law enforcement. As a former NYC police officer and detective he received over 20 commendations for bravery and excellence along with the NYC Police Foundation award of excellence, the Chief of Detectives achievement award and the Plumsock fund award (conferred by the Mayor of NYC). He has had assignments in units such as Anti-Crime, the Warrant Squad, Manhattan Robbery Squad, the Crime Stoppers Squad, the Special Frauds Squad and the Manhattan South Homicide Squad. A highly regarded public speaker and trainer, Rich has provided instruction to countless investigative agencies on numerous topics including: Interview and interrogation, Methods of Investigation and Media Relations. Dillon has also brought his unique experience and skills to the entertainment field by acting as a consultant and technical advisor on such shows as America's Most Wanted, Unsolved Mysteries, Fighting Back, Case File, Missing Reward, Prime Suspect and local stations such as WABC, WWOR, FOX, WPIX, WNJU, and NY1. Dillon is a graduate of SUNY Empire State College.







Beyond the Competition

Behind-The Scenes

Concurrent with the competition, *Celebrity SEALS* will also feature the behind-the-scenes drama of the celebrities as they live together in standard military barracks, and asked to behave in a regimented manner as well as do menial tasks, all under the supervision of their tough coaches.

Cast of Celebrities

Celebrities that consider themselves fitness buffs and/or excellent athletes, or perhaps, in a humorous juxtaposition, exactly the opposite, as well as the Coaches, will be chosen to ensure that all are sufficiently interesting to drive storylines. Personal lives will be also revealed. These people, while wanting to remain looking professional, know that they must perform for the camera. The following are individuals who are the type that could appear in Celebrity SEALS:

- Mario Lopez (possible host)
- Randy Couture (possible host)
- 3. Jesse Ventura (possible host)
- 4. Ronnie from Jersey Shore
- 5. David Hasselhoff
- 6. Lou Diamond Phillips
- Danny Bonaduce
- 8. Dolph Lungren
- Jose ConsecoGary Busey
- 11. Pink
- 12. Deml Moore
- Brooke Burke
 Jennifer Grey
- 15. Drew Lachey
- 16. Mickey Rourke
- 17. Steve Austin
- 18. Chris Jericho

Host

A host has not been selected for Celebrity SEALS. However, there are many retired seals who may fit the profile and who have the 'it' factor. The following are examples. (They have not been evaluated or contacted since it is common for the commissioning network to be involved/make this vital casting decision.)

Rudy Boesch: This retired Navy SEAL became popular for his stint in the reality series Survivor: Borneo, and for being its oldest competitor. Moreover, he finished in 3rd place. He had an enviable record as a SEAL, and was a team leader, who had 45 years of uninterrupted military career.

Richard Machowicz: Richard "Mack" Machowicz was the host of the Discovery Channel and Military Channel show Future Weapons. According to the program's introduction, he spent ten years as a U.S. Navy SEAL and now searches for new weapons and military technologies used in modern warfare. He is also proficient in many martial arts and a practitioner of Zen Buddhism. He will be the newest member on Spike's show, Deadliest Warrior.

Richard Marcinko: Ass-kicking Navy SEAL (a.k.a. Demo Dick, a.k.a Rogue Warrior, a.k.a. Shark Man of the Delta), Marcinko is one of the toughest men ever to serve our country. He is the author of the best selling Rogue Warrior series. Demo Dick is raw. "War, after all, is not Nintendo. War is not about technology or toys. War is about killing..."

Jesse Ventura: Jesse Ventura is a retired Navy SEAL, turned retired professional wrestler turned American politician who was the 38th Governor of the US State of Minnesota. He has also donned the role of an actor, radio host, and a television talk show host.

Practical Matters

About the Navy SEALS

(from Wikipedia, edited) The average United States Navy SEAL spends over a year in a series of formal training environments before being awarded the Special Warfare Operator Naval Rating and the Navy Enlisted Classification (NEC) 5326 Combatant Swimmer (SEAL). All Navy SEALs must attend and graduate from Basic Underwater Demolition/SEAL School, a basic parachutist course and then the SEAL Qualification Training program. All sailors entering the SEAL training pipeline with the Hospital Corpsman rating or those chosen by Naval Special Warfare Command must also attend Special Operations Combat Medic course before joining an operational team. Once outside the formal schooling environment SEALs entering a new Team at the beginning of an operational rotation can expect 18 months of training interspersed with leave and other time off before each 6-month deployment.

EXHIBIT B

david hurwitz <davidhurwitz1@mac.com> Re: Check LaBella August 15, 2011 3:36 PM

especially that Friday traffic from Jersey will really suck. Let's jump on the phone Fri. Let's pick a time Thurs. speak to you soon -

On Aug 15, 2011, at 11:32 AM, Jonathan Moss <jon@mossonline.net> wrote;

David:

I'm in NJ., Encine is a bit of drivet

How about a phone call? What time is good for you?

All the best.

Sincerely,

Jonathan Moss an@mossonline.net 917.960.5700

On Aug 14, 2011, at 7:28 PM, devid horwitz wrote:

Any referral from Chuck is definitely worth the time. I am shooting tonight and the next couple of nights so my world is gonna be upside down for the first part of the week. Are you available Friday to meet in the Engine area? Let me know end we can confirm on Thursday, Thanks,

David

On Aug 14, 2011, at 03:10 PM, Jonathan Moss < ion@mossonline.net> wrote:

Per Check LaBella's suggestion, I am writing to introduce myself and to find out whether you would be open to discussing a reality project about which Chuck was quite enthuslastic. His words - "a million dollar concept".

I am a former Director of Documetary Programming at HBO and am currently working as a television producer and consultant, and I have been Involved with programs that have gamered an Oscar as well as multiple Emmys, DuPonts and Peabodys. Other involvements, such as Taxinab Confessions, had strong ratings.

Do you have time to speak this week? Along with my partner Flich Dillon, we'll do our best to make time when you are svallable

All the best.

Sincerely, Jon

Jonathan Moss jon@mossonline.net 917,960,5700

davidhurwitz1@mac.com Re: Friday August 18, 2011 6:46 AM

Looking forward to it...
-----Original Message----From: Moss Jonathan
To: David Hurwitz
Subject: Re: Friday
Sent: Aug 18, 2011 5:31 AN

Davld:

Great1

I will set up a conference call as the co-creator may also be able to join the conversation.

Ÿ

All the best.

Sincerely, Jon

Jonathan Moss jon@mossonline.net 917.968.5700

On Aug 17, 2011, at 8:02 PM, davidhurwEtzl@mac.com wrote:

Hey Jonathan After Bpm my time works great...
-----Original Message----From: Jonathan Mass
To: David Hurwitz
Subject: Friday
Sent: Aug 17, 2011 4:45 PM

David:

I hope all is well.

I am writing to formalize a time for Friday. We can leave it open and just try to connect, or 'pencil' a time in our calendars.

What is best for you?

Jon Moss Sent from my iPhone

Sent from my Varizon Wireless BlackBerry

Sent from my Verizon Wireless BlackBerry

Moss Jonathan <jon@mossonline.net⊳⊚ Re: Friday August 20, 2011 10:10 AM

David:

It was a pleasure speaking with you yesterday. Rich and I are thrilled you think Celebrity Seals has strong upside potential.

Attached is our quick, short proposal, as requested. (Please excuse typos, etc.) We would be pleased to redraft it based on your comments.

Please let me know that you received it.

All the best

Sincerely,

Jonathan Moss jon@mossonline.net 917.968.5700

On Aug 19, 2011, at 7:48 PM, david hurwitz wrote:

nice chatting with you. I look forward to reading the treatment and seeing it we can't make something happen... have a nice weekend -

On Aug 17, 2011, at 04:43 PM, Jonathan Moss < jon@mossonline.net> wrote:

David;

i hope all is well.

Larr writing to formalize a time for Friday. We can leave it open and just try to connect, or 'pencit' a time in our calendare.

What is best for you?

Jon Mose Bent from my Phone

Celebrity Se. pdf (5.4 MB)

Moes Jonethan <jon@mossonline.net> Re: NBC August 29, 2011 4:24 PM

Thanks! It would be great to work together!

All the best.

Sincerely, Jon

Jonethan Moss ien@moseonline.net 917.968.5700

On Aug 29, 2011, at 11:31 AM, david hurwitz wrote:

Hey Jonathan, as much so I'd like to jump in with you I am a little too busy right now with Fear Factor to do right by you. Best of luck and feel free to use me as a sounding board as you move forward...

On Aug 28, 2011, at 04:28 РМ, Jonathan Moss < on@превопline.пер wrote:

David:

Understood, is this a project you'd like to stay involved with at this time?

Jon Moss

Sent from my iPhone

On Aug 28, 2011, at 4:53 PM, david hurwitz < davidhurwitz! @mac.com> wrote:

- > amazing timing... just leaving a sturit test where ! bounced if off the exec that covers our show. > He said that he thought it was cool but that it felt too niche and cable for them...
- > On Aug 28, 2011, at 12:57 PM, Jonathan Moss < on@mosscriline.net> wrote:
- >> Dayld:
- >> I hope all is well.
- >> I writing to see if you were able to briefly speak with NBC about Celebrity Seals?
- >> All the best.
- >> Jon Moss
- >> Sent from my iPhone

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge S. James Otero and the assigned discovery Magistrate Judge is Andrew J. Wistrich.

The case number on all documents filed with the Court should read as follows:

CV12- 9728 SJO (AJWx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

NOTICE TO COUNSEL

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012 Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

Name & Address:	
Nina Ries, Esq. (SBN 218652)	
Ries Law Group, 3231 Ocean Park Blvd., Suite 121	*
Santa Monica, CA 90405	
(310) 399-9977 F: 310-399-8080	
nina@rieslawgroup.com	
UNITED STATES I CENTRAL DISTRIC	DISTRICT COURT T OF CALIFORNIA
Richard Dillon	CASE NUMBER
Plaintiff(s) V.	CV 12 9728STO (ASW)
NBC Universal, Inc.; Paul Telegdy; Dick Wolf; Mark Burnett; David A. Hurwitz; Universal Television Networks, LLC; One Three Television, LLC; Wolf Reality, LLC; and Bill's Market & Television Productions, DEFENDANT(S).	SUMMONS
TO: DEFENDANT(S): A lawsuit has been filed against you. Within 21 days after service of this summon must serve on the plaintiff an answer to the attached of counterclaim cross-claim or a motion under Rule 1 or motion must be served on the plaintiff's attorney, Nin Ries Law Group, 3231 Ocean Park Blvd., Suite 121, Sa judgment by default will be entered against you for the reyour answer or motion with the court.	2 of the Federal Rules of Civil Procedure. The answer na Ries, Esq. , whose address is nta Monica, CA 90405 . If you fail to do so,
NOV 1 4 2012	By: Deputy Clerk, U.S. District Court (Seal of the Court)

[Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States. Allowed 60 days by Rule 12(a)(3)].

CV-01A (10/11 SUMMONS

	Case 2:12-cv-09728-SJO-AJW	Document 1	Filed 11/14/12	Page 41 of 43	Page ID #:4
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Name & Address:
Nina Ries, Esq. (SBN 218652)
Ries Law Group, 3231 Ocean Park Blvd., Suite 121
Santa Monica, CA 90405
(310) 399-9977 F: 310-399-8080
nina@rieslawgroup.com

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	DISTRICT COURT CT OF CALIFORNIA
Richard Dillon	CASE NUMBER
PLAINTIFF() V.	CV 12 9728 -SJO (ATU)
NBC Universal, Inc.; Paul Telegdy; Dick Wolf; Mark Burnett; David A. Hurwitz; Universal Television Networks, LLC; One Three Television, LLC; Wolf Reality, LLC; and Bill's Market & Television Productions, DEFENDANT(S).	SUMMONS
TO: DEFENDANT(S): A lawsuit has been filed against you. Within 21 days after service of this summore.	ns on you (not counting the day you received it), you
must serve on the plaintiff an answer to the attached of counterclaim cross-claim or a motion under Rule 1 or motion must be served on the plaintiff's attorney, Ni Ries Law Group, 3231 Ocean Park Blvd., Suite 121, Sa	2 of the Federal Rules of Civil Procedure. The answer na Ries, Esq. , whose address is nta Monica, CA 90405 , If you fail to do so,
judgment by default will be entered against you for the your answer or motion with the court.	relief demanded in the complaint. You also must file
Dated:	Clerk, U.S. District Court By: Deputy Clerk
	(Seal of the Court)

[Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States. Allowed 60 days by Rule [2(a)(3)].

CV-01A (10/11 SUMMONS

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA

			CIVIL COVER	SHEET						
I (a) PLAINTIFFS (Check box Richard Dillon)	D	Universa	iversal, Inc.; Paul '	rks, LL	Dick Wolf; Mark E C; One Three Tele on Productions	Burnett; David A. vision, LLC; Wi	Hurw f Reali	itz; ty,	
(b) Attorneys (Firm Name, Add yourself, provide same.)	lress and Telephone Number. If yo	ou are re	presenting A	torneys (I	f Known)			X 18		
Nina Ries, Esq., Ries Law Santa Monica, California 9	Group, 3231 Ocean Park Bivd., St 0405 (310) 399-9977	aite 121								
II. BASIS OF JURISDICTION	(Place an X in one box only.)	i	III. CITIZENSH (Place an X i	IP OF PE	RINCIPAL PART for plaintiff and or	IES - F ne for de	or Diversity Cases fendant.)	Only		
☐ 1 U.S. Government Plaintiff	✓ 3 Federal Question (U.S. Government Not a Party)	,						DEF □ 4		
☐ 2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citizer of Parties in Item III)	nship	Citizen of Anothe	State	□ 2	□ 2	Incorporated and of Business in Ar		□ 5	□ 5
			Citizen or Subject	of a Forei	ign Country 🛚 3	□ 3	Foreign Nation		□6	□6
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V. REQUESTED IN COMPLA	,	es 🗆 1						Cear 000		
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VI. CAUSE OF ACTION (Cite	the U.S. Civil Statute under whic 101 et seq.) and other laws. Copy	h you a	re filing and write	a brief sta	tement of cause. I	Do not ci	ite jurisdictional st	atutes unless dive	arsity.)	
VII. NATURE OF SUIT (Pince		yrigai n	magement to th	ott of a tol	C 4181011 0110 W.					
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FOR OFFICE USE ONLY: AFTER C	Case Number:OMPLETING THE FRONT SI	DE OF	FORM CV-71, C	OMPLE	TE THE INFORT	MATIO	n requested !	BELOW.		
*** * ***										

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA GIVIL COVER SHEET

VIII(a). IDENTICAL CASES: Has the	ie action been prev	viously filed in this court and dismissed, remanded or closed? If No I Yes						
'L'I(b). RELATED CASES: Have an	A cases peen buen	t are related to the present case? Of No Yes						
DB. Cal	ise from the same of lifer determination rather rescons won	ir closely related transaction t of the same or substantiall tid antall substantial dirolic	ns, hoppenings, or events; or by related or similar questions of law and fact; or ation of labor if heard by different judges; or , <u>and</u> one of the factors identified above in a, b or o also is present.					
X VENUE: (When complexing the fo								
a) List the County in this District; Ca	lifornia County ou sgencies or employ	tside of this District; State i ees is a named plaintiff. If	if other then California; or Poreign County, in which EACH named plaintiff resides. this box is checked, go to Hom (b).					
County in this District:"			California County outside of this District; State, if other than California; or Foreign Country					
			New York					
b) List the County in this District, Co	alifornia County ou	uside of this District; State	if other than California; or Foreign Country, in which EACH named defendant resides. If this box is checked, go to item (c).					
Check here if the government, its agencies or employees is a named defendant. County in this District.			California County autoide of this District; State, if other than California; or Foreign Country					
Los Angeles County (all Defendan	ntë)	4.0	Delaware (place of incorporation of NBC Universal, LLC and One Three Television, LLC)					
Los Angeles County (all causes of		W						
* Les Angeles, Orange, San Bernard Note: In land condemnation cases, use	tine, Riverside, Ve the location of the	entura, Santa Barbara, or tract of land involved						
X. SIGNATURE OF ATTORNEY (C		muntaes	Date 11/7/2012					
			Ormation contained herein neither replace nor supplement the filing and service of pleadings noe of the United States in September 1974, is required pursuant to Local Rule 3-1 is not fited lating the civil docket sheet. (For more detailed districtions, see separate instructions sheet.)					
Key to Statistical codes relating to Soc	oial Security Cases		The state of the s					
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action						
861	ніа	All claims for health insurance henciles (Medicale) under Title 18, Port A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled mursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))						
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)						
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))						
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))						
864	SSID	All claims for supplemental security income payments based upon disability fited under Title 16 of the Social Security Act, as amended.						
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amanded. (42 U.S.C. (g))						
CV-71 (05/08)		CIVIL COVER SHEET Page 2 of						

PAGE 02/02

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